

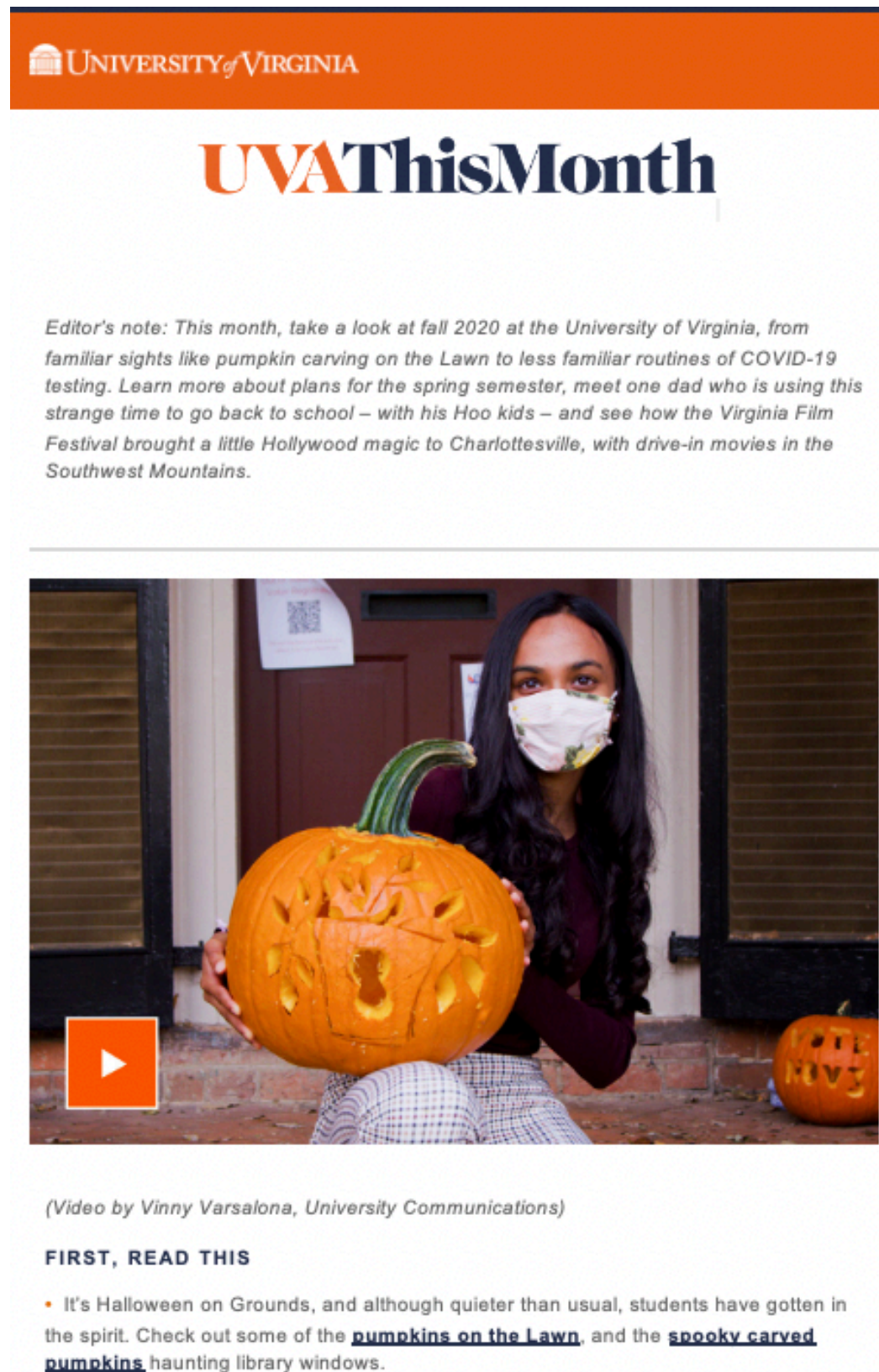
UVA THIS MONTH

UNIVERSITY COMMUNICATIONS

OCTOBER 2020

EXECUTIVE SUMMARY

The October edition of UVA This Month was distributed on Saturday, October 31. The email was sent to about 260,000 users, and featured pumpkin carving, COVID-19 updates, and plans for the spring semester.



The October edition of UVA This Month saw Open and Click Through Rates soften from September. Declining readership and engagement is a trend that we are seeing across products and platforms. This is likely a result of the current state of the country, with the COVID-19 pandemic continuing on, and the election taking up significant amounts of news content in October.



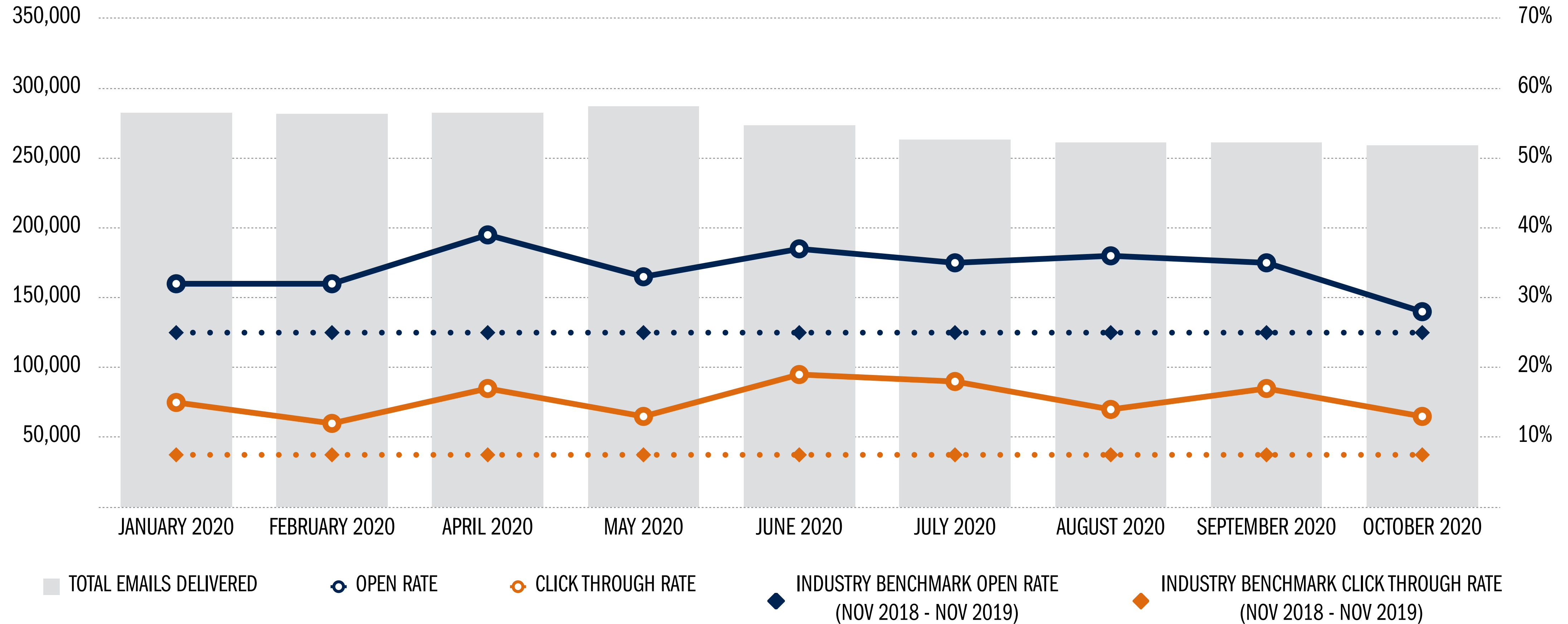
Across nearly every single audience group, Open and Click Through Rates declined month over month. This further supports the theory that the changes we are currently seeing in performance are indicative of a larger trend.
Key Takeaway: Understand that as we move through the election and the winter months, this trend may continue. If readers are overwhelmed with news content about the pandemic and the election, we may see softer engagement through the end of the year.



The share of clicks on stories within UVA This Month were fairly well split. Eight stories each earned at least 5% of the total clicks within the email, rather than one particular story earn the bulk of the clicks. This demonstrates that users are scrolling through the email to find content that they want to read, and not just clicking on one or two top stories within the email.
Key Takeaway: Continue including a wide range of story topics within UVA This Month emails. Readers will find the content that they are interested in, even if they have to scroll through the email to find it.

YEAR TO DATE UVA THIS MONTH PERFORMANCE

From September to October, Open and Click Through Rate declined for UVA This Month

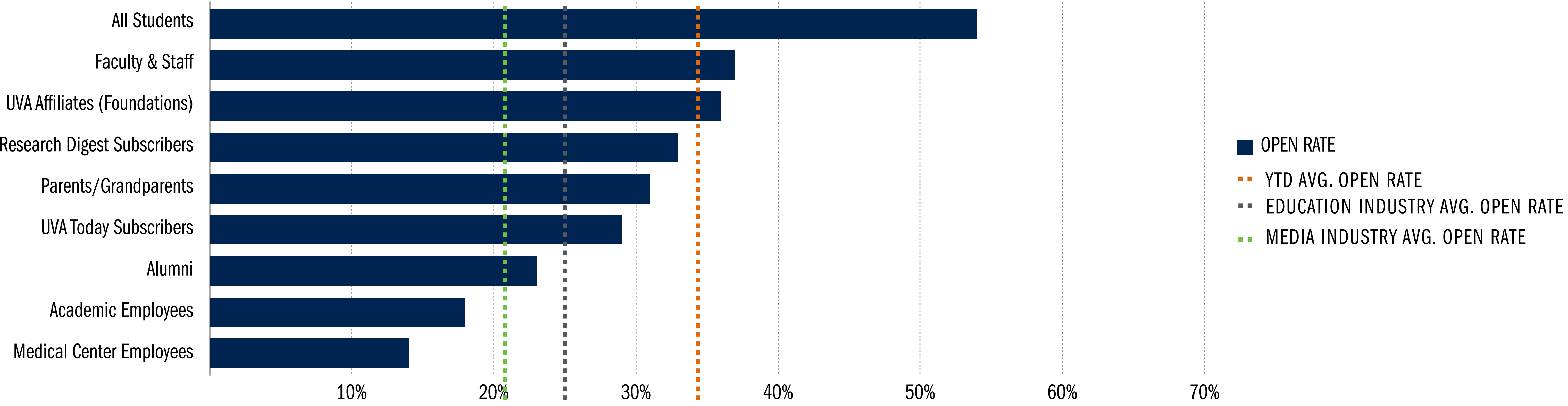


* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

OCTOBER 2020 OPEN RATE BY AUDIENCE

258,884 TOTAL EMAILS DELIVERED
71,815 UNIQUE EMAILS OPENED



28% OCTOBER OPEN RATE
34% YEAR TO DATE OPEN RATE
25% EDUCATION INDUSTRY BENCHMARK OPEN RATE
21% MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

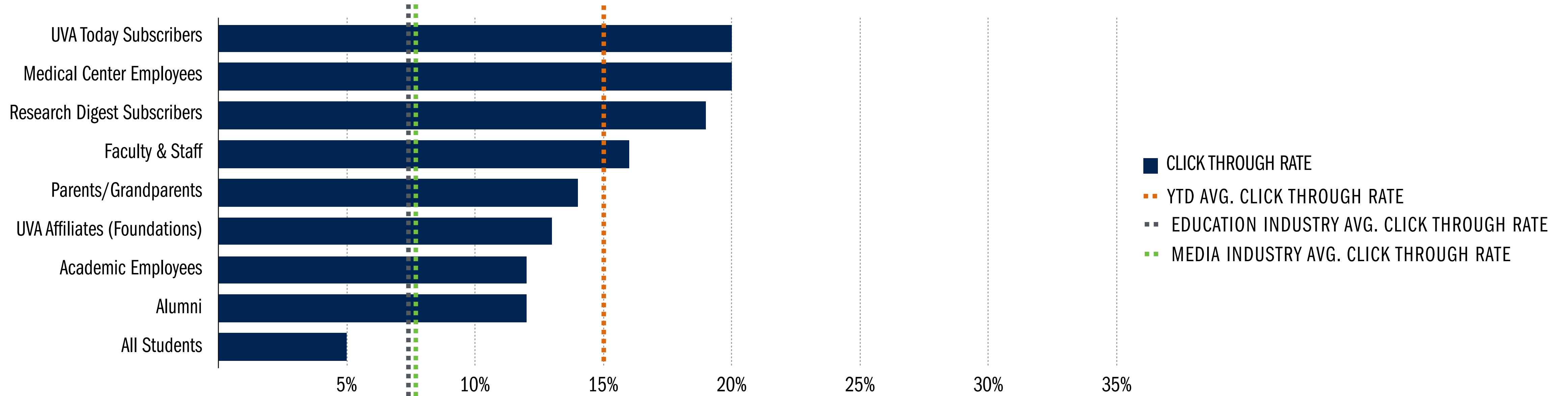
* Open rate is calculated by dividing unique opens by total delivered emails.
 Industry benchmark from HubSpot Email Benchmarks.

SOURCE: Marketing Cloud

OCTOBER 2020 CLICK THROUGH RATE BY AUDIENCE

71,815 UNIQUE EMAILS OPENED

9,052 UNIQUE CLICKS



13% OCTOBER CLICK THROUGH RATE

15% YEAR TO DATE CLICK THROUGH RATE

7.5% EDUCATION INDUSTRY BENCHMARK CLICK THROUGH RATE

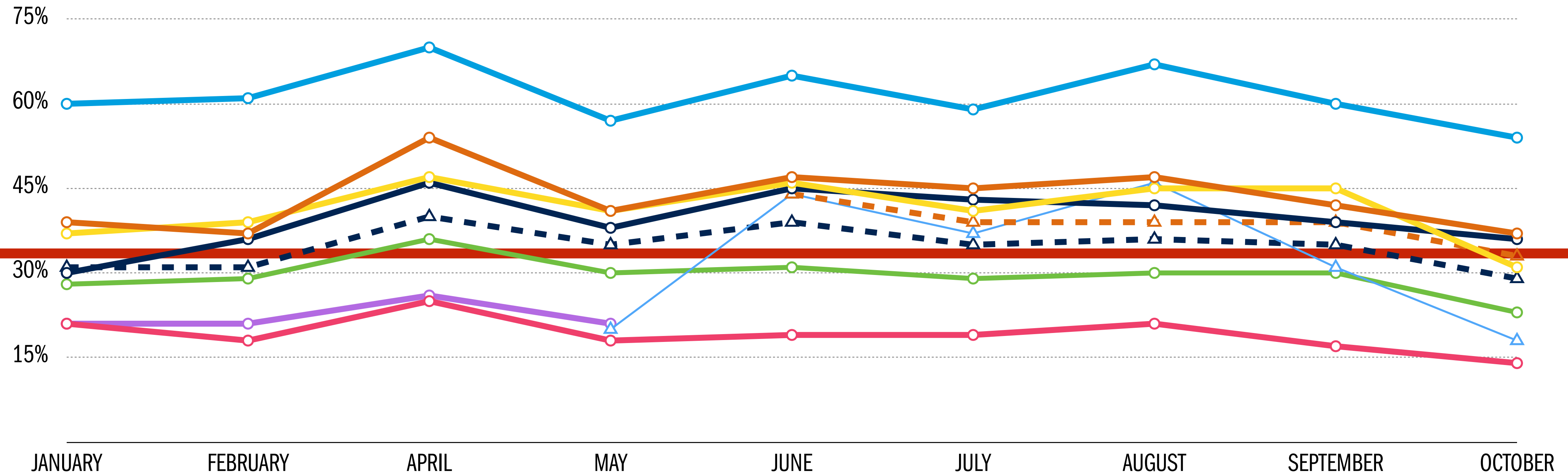
7.7% MEDIA & ENTERTAINMENT INDUSTRY BENCHMARK OPEN RATE

* Click through rate is calculated by dividing unique clicks by unique opens.
Industry benchmark from HubSpot Email Benchmarks

SOURCE: Marketing Cloud

OPEN RATE BY AUDIENCE YEAR TO DATE

In October, Students had the highest Open Rate at 54%, followed by Faculty & Staff at 37%



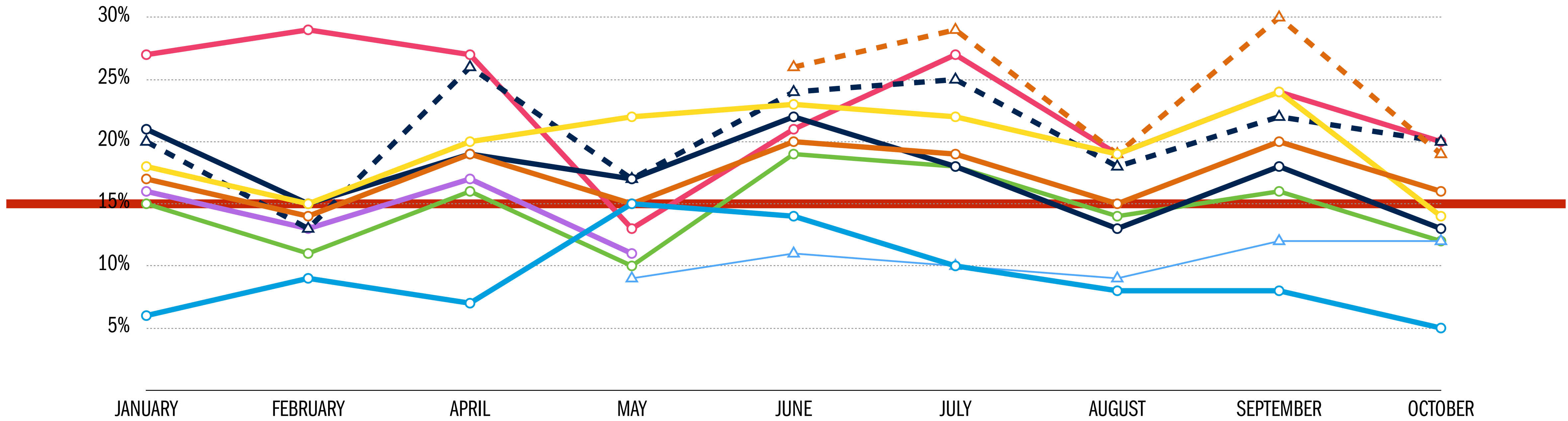
- All Students
- Faculty & Staff
- Parents/Grandparents
- UVA Affiliates (Foundations)
- △ Research Digest Subscribers
- △ Academic Employees (Other, Non-Faculty/Staff)
- △ UVA Today Subscribers
- Alumni
- Medical Center Employees
- ADV_Friends (Donors)
- █ YTD Avg. Open Rate

* Open rate is calculated by dividing unique opens by total delivered emails.

SOURCE: Marketing Cloud

CLICK THROUGH RATE BY AUDIENCE YEAR TO DATE

In October, UVA Today Subscribers and Medical Center Employees were top performers with a Click Through Rate of 20%



- All Students
- Parents/Grandparents
- △ Research Digest Subscribers
- △ UVA Today Subscribers
- Medical Center Employees
- YTD Avg. CTR
- Faculty & Staff
- UVA Affiliates (Foundations)
- △ Academic Employees (Other, Non-Faculty/Staff)
- Alumni
- ADV_Friends (Donors)

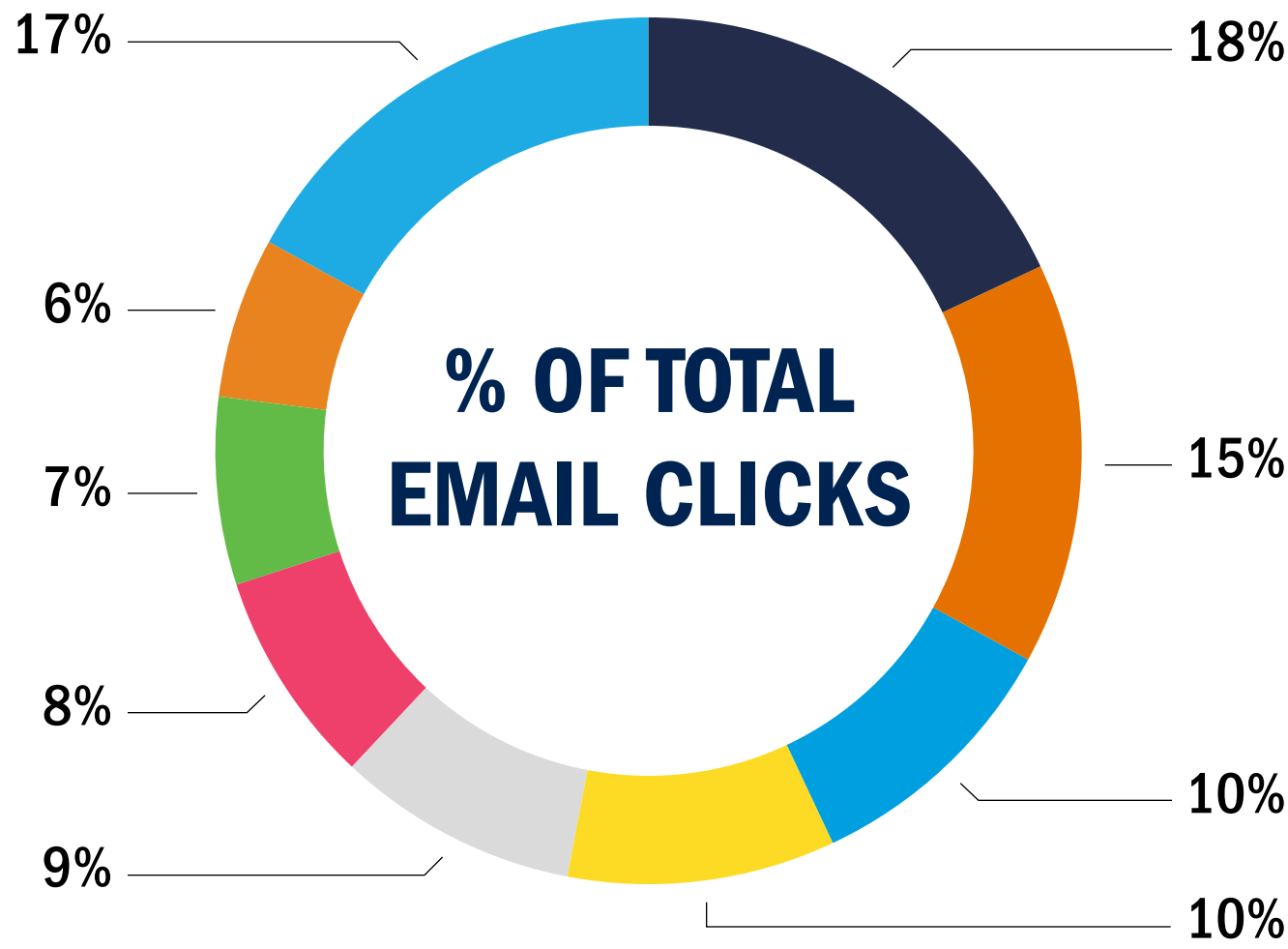
SOURCE: Marketing Cloud

* CTR is calculated by dividing unique clicks by unique opens.

STORY PERFORMANCE IN OCTOBER 2020 UVA THIS MONTH

Below are the top 5 stories by total click volume in the October UVA This Month. The pie chart reflects the percent of total email clicks which made up over 5% of total clicks. "Other" includes all other stories and links within the email.

TOP 5 MOST-CLICKED STORIES IN OCTOBER UVA THIS MONTH
PUMPKIN CARVING ON THE LAWN
BACK TO SCHOOL: 20 YEARS AFTER DUTY CALLED, A FATHER JOINS HIS CHILDREN AT UVA
UVA POLITICS EXPERTS DISCUSS THREE KEY TRENDS FOR TUESDAY'S ELECTION
EXPLORING THE DESIGN OF UVA'S MEMORIAL TO ENSLAVED LABORERS
WHAT HAPPENS WHEN THE PAINT PEELS OFF BETA BRIDGE?



- PUMPKIN CARVING ON THE LAWN
- BACK TO SCHOOL: 20 YEARS AFTER DUTY CALLED, A FATHER JOINS HIS CHILDREN AT UVA
- UVA POLITICS EXPERTS DISCUSS THREE KEY TRENDS FOR TUESDAY'S ELECTION
- EXPLORING THE DESIGN OF UVA'S MEMORIAL TO ENSLAVED LABORERS
- WHAT HAPPENS WHEN THE PAINT PEELS OFF BETA BRIDGE?
- Q&A: DR. WILLIAM PETRI ON THE COMING COVID-19 SURGE
- A HOO WITHOUT A NAME - JUST THE WAY HE WANTS IT
- DEMENTIA DEATHS RISE DURING THE SUMMER OF COVID, LEADING TO CONCERN
- OTHER

SOURCE: Marketing Cloud

MOST-CLICKED STORY BY AUDIENCE - OCTOBER 2020

AUDIENCE	MOST-CLICKED STORY
All Students	PUMPKIN CARVING ON THE LAWN
Research Digest Subscribers	UVA POLITICS EXPERTS DISCUSS THREE KEY TRENDS FOR TUESDAY'S ELECTION
Faculty & Staff	PUMPKIN CARVING ON THE LAWN
UVA Today Subscribers	PUMPKIN CARVING ON THE LAWN
Parents/Grandparents	PUMPKIN CARVING ON THE LAWN
UVA Affiliates (Foundations)	EXPLORING THE DESIGN OF UVA'S MEMORIAL TO ENSLAVED LABORERS
Alumni	PUMPKIN CARVING ON THE LAWN
Academic Employees	BACK TO SCHOOL: 20 YEARS AFTER DUTY CALLED, A FATHER JOINS HIS CHILDREN AT UVA
Medical Center Employees	PUMPKIN CARVING ON THE LAWN

SOURCE: Marketing Cloud

THANK YOU